FAMOUS PLAYERS THEATRES'

NATIONAL Ballyhoo

COMPILED AND EDITED BY DAN KRENDEL

SERVE • SAVE • SELL AND PROFIT WITH SHOWMANSHIP!

VOL. 2 - NUMBER 8 JULY 31,1957

THIS TOO IS SHOWMANSHIP

Contrary to popular concept, Showmanship is not a natural, God-given prerogative of all and sundry who either by choice or accident find themselves employed in an industry popularly referred to as Showbusiness. Neither can it in all fairness be regarded as a unit of measurement of effort. Showmanship is a many-faceted thing. It has many sides to it ... many theories and many practical applications. It has a beginning in terms of a master plan and its execution, and it has an objective, the end result of which can only be assessed in terms of reasonable return on investment.

In any business Showmanship can only be measured by the manner in which one applies the knowledge and experience gained over many years, the skills which accrue as a result of such experience, and the desire as well as the ability to use such skills to the very best advantage. In our business Showmanship doesn't end when the picture hits our screen ... Telling our public about our product is one thing ... getting them to lay their money on the line is another. Showmanship also means a good, clean comfortable, well-managed theatre ... an attentive staff ... a dedicated manager who believes it his duty to be on hand at all times to see that his house is in order and to welcome the customers who keep him in business.

Honest effort ... intelligent direction ... skilful execution, and above all a healthy mental approach ... Those too are the ingredients which make up the sum total of practical Showmanship. I have before me a memo from Rube Bolstad. I'd like you to read it.

"We are in business to make a PROFIT. If business can't show a profit there is no security in it for any employee ... to say nothing of the shareholder who has invested his money in it.

Without profits there can be no growth. Without profits there can be little or no opportunity for the individual employee to achieve his personal ambitions. Our business then is to make PROFITS. If you and I and our Company are to achieve our goals, all of our efforts must be directed towards that end. If each of us will make our decisions on the basis of the profit that will ensue from that decision - then it is almost a certainty that in the long run our business will make money ... and the employees in it will prosper accordingly."

Makes sense, huh? Let's think about it ... and then support that thinking with action ... with Showmanship.

D.E.K.

FAMOUS PLAYERS CANADIAN CORPORATION 1200 ROYAL BANK BLDG., TORONTO

CAMERON DOES IT AGAIN

Our congratulations to Jimmy Cameron for having knocked off first prize of $100.00 in the M.P. EXHIBITOR's Showmanship Sweepstakes for the month of July. Jimmy was voted the award for the truly terrific job he did on his Teener's Advisory Board's fashion show which was reported in these pages some time ago. An interesting sidelight is that this is the second time Jimmy has won this hundred bucks for his Teeners' activities. I believe that all told, Jim has knocked off three first prizes to date, and that's sump'n.

If you haven't already read an account of Jimmy's activities, then I strongly recommend that you dig back and look at your SHOWMEN'S TRADE REVIEW under date of June 22nd, and turn to page A20. Then, when you've thoroughly digested this, pick up your M.P. EXHIBITOR and read their account of Jimmy's most recent win, and all particulars of his Teeners' fashion show. August 17 is the date of the issue to look for, in the Showmanship Sweepstakes section.

We feel that these Teeners' Advisory Councils are important, but in spite of the many stories carried in these pages, and the vast amount of publicity given teenage activities in your trade press, only two of our managers have bothered doing anything about it ... Jimmy Cameron in Fort William, and Al Hartshorn in Oshawa. Both have won recognition and prize money for their efforts.

School bells will be ringing again in less than a month's time ... and there's no time like the present to start planning your activities. How about starting with a well-planned program for the teen-agers ... like, let us say a TEENERS' ADVISORY COUNCIL ... huh?

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AROUND THE WORLD IN TEN WEEKS

In the same issue reporting Jimmy's win, M.P. EXHIBOTOR carries a story of another manager, who happens to have wound up as Runner-up #1 ... and it makes very interesting reading. Cashing in on the terrific interest in AROUND THE WORLD IN EIGHTY DAYS, this manager arranged to book a number of shorts ... travel subjects covering Italy, London, Hawaii, Scotland, Austria, Switzerland, France and Bermuda, etc. He built a complete program of these short subjects and sold them as a complete feature presentation. He did a terrific job of publicizing this deal, and did a whale of a business with it. I suggest that you read this story ... carefully and thoroughly. It may give you a couple of workable ideas. Remember ... the August 17th issue of M.P. EXHIBITOR.

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THAT'S TELLIN' 'EM

Don Edwards doesn't believe in letting his newspaper readers guess what he has to offer. He tells them, whether it be the fact that his theatre is air-conditioned, has comfortable seats, or specializes in catering to children during the school vacation period. When he played BERNARDINE recently, every one of his ads carried this boxed message ... "Qualified matron on duty every afternoon." Parents like to know their kids are properly supervised, fellows ... Don't keep it a secret ... TELL 'EM.

OUR SENIOR CITIZENS

I'm glad to see that 'Golden Age' clubs have already been organized in Winnipeg and in Hamilton, and several more are in the planning stage in other cities across our circuit. In Winnipeg, Harold Bishop has designed a very effective membership card which is handed out to the oldsters upon completion of an equally attractive application card. The membership card entitles the holders to admission at the same reduced prices we extend to Student Card holders, and from all accounts, they really appreciate the privilege.

In Hamilton, Don Edwards reports that the lads over on the Spectator, and Bill Cranston on C K O C are truly overwhelmed at this warm, generous gesture on the part of F.P.C.C. and the local theatres, and both newspaper and radio are preparing features for use at an early date. Don has a most attractive display in his lobby welcoming the 'Golden-Agers' and is planning a campaign to make and maintain contact with the 10,000 of Hamilton's 'over 65' citizens.

Make these senior citizens feel that they are welcome in your theatres fellows. Treat them with the courtesy and consideration you would extend your own parents. Help them to their seats yourself, and chat with them on their way out. Arrange transportation for groups wherever possible. Make sure that the lighting in your lobby and foyer is adequate. Many of these people have nothing but time on their hands.,. they love shows ... and they can, with a little coaching from you, become your most regular and devoted patrons.

If you would like copies of the application and membership cards referred to above, drop Harold Bishop a note and I'm sure there'll be one on your desk within a day or two.

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THE TEN COMMANDMENTS

The business that this wonderful picture is doing is nothing short of sensational. Managers report seeing people they haven't seen in their theatres in years ... and, just as important, many of our New Canadians are making their first trip to a Canadian theatre to see this great attraction. Let's keep 'em coming.

The reserved-performance policy is working out even better than we had anticipated, and tickets are picked up as far as two weeks in advance. The intermission is most important, and customers love it ... and, if you know your business, you'll sell more confections and drinks during this ten minute period than you ever thought possible.

I just want to draw your attention to what Al Hartshorn has to say ... "This is one picture that demands the constant presence of the manager and his assistant. Both MUST be on hand from the time the first customer enters until the last one has left. The manager should take tickets himself at every opportunity, and chat with the patrons as they enter. He'll be a tired man at night,.. but he'll also be a very satisfied man."

PROTECT YOUR THEATRE FUNDS

It is every manager's responsibility to take at least as good care of his theatre's funds as he does of his own property ... We have had several uncollectable losses in the past few months, most of which couldn't possibly have occurred had the manager followed the basic rules as set down by our Insurance Department. Under date of July 23rd, Fred Morley sent out a memo, again listing the precautions to be taken in the handling of cash and tickets. We feel that his memo can bear repetition, and reproduce it herewith for study and action.

(1) Money should be kept in the safe, and the safe fully locked at all times. The safe door should be tried before closing the theatre.

(2) No funds should be left anywhere other than in the safe.

(3) Cash should not be counted in view of the public in the boxoffice.

(4) The boxoffice should be cleared at regular intervals during the time it is in operation.

(5) The office door should be LOCKED during the time cash is being checked, and only authorized persons permitted entry.

(6) No more than TWO persons should be in possession of the combination of the safe.

(7) The combination should be changed IMMEDIATELY upon change of personnel with its knowledge.

(8) All employees handling cash or tickets should complete a bond application immediately upon being employed, and this should be forwarded to the Insurance Department without delay.

Freddie further continues ... "The foregoing is just a repetition of what has been drawn to your attention on previous bulletins and Head Office instructions. However, in view of our experience, it appears that such instructions are not being carried out. We expect your co-operation in the future, in order that our losses may be kept to a minimum."

I don't think Fred made it quite strong enough ... There is no reason why safes should be left open ... doors unlocked, or cash piled high on boxoffice counters. There is no reason for disregarding the instructions sent out by our Insurance Department, or claiming ignorance of those instructions. If a manager personally supervises his theatre as he should ... follows instructions and trains his staff in their observance, our losses would become negligible, and our insurance costs substantially reduced.

Read Fred's letter again ... and just pretend that it's YOUR money he's talking about.

A NATURAL TWIN-HORROR BILL

For some reason the public seems particularly receptive to 'Horror' or 'Off-beat' pictures at the moment. We have one such program coming up within the next two or three weeks ... Warner's CURSE OF FRANKENSTEIN and X THE UNKNOWN.

We have figures to show that this program in many of the U.S. cities where it has already opened is doing truly astonishing business ... in many instances rivalling the grosses on GIANT ... It may sound crazy, but figures don't lie. This program can do the same for you, but you'll have to do something about it too ... besides sitting back with fingers crossed, hoping.

A strong campaign has been designed for your use, and you will have to amplify it at your local level with every trick you've learned over the years. Wherever practical, T.V. and radio coverage is essential, and your District Manager will advise you just how far you may go. Here's a chance to get some very important dough into your boxoffice. Go after this bill with all you've got ... and don't fluff it off as just another twin bill. There's real dough in it ... if you'll go after it.

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TEENAGE BUSINESS

One of the most important and effective methods of attracting this very valuable patronage is through the use of our special Student Cards. The cards not only entitle the holders to special reduced admission prices, but act as personal identification which the kids like to carry in their wallets.

It is of course advisable to enlist the co-operation of your local Department of Education, and to have the school teachers distribute the cards to their students. Unfortunately this is not always possible, and we know of several instances where the school authorities have, for various reasons, witheld their co-operation. On the contrary ... most parents are all for the plan, and if they are properly approached can do you a lot of good in getting the plan started in your community, and assuring its success.

It is very important to design an attractive card, and the best one I have seen to date is the one used by Al Hartshorn in Oshawa, which is printed on photographic stock with a picture of the student inset. The students pay a nominal fee for this card, and Al tells me they are happy to do so. I still have a few samples, and shall be glad to send them out on request.

The next step is to properly publicize this student privilege on your screen, in your lobby, on your front and in your newspaper advertising ... and keep hammering away at it. We're into August now, and the kids will be flocking back to their schools in another month. It's not too early to start laying your plans. We need this very important business fellows ... not only for the immediate benefits, but as assurance of the perpetuation of the theatre-going habit in these kids when they reach adult life.

NEWS OF OUR FAMOUS FAMILY

Morris Stein is wearing a big, happy smile these days ... son Don and daughter-in-law Jan having presented him with a bouncing baby grand-daughter, Lisa Barbara, on July 30th. Congratulations Mr. and Mrs. Stein, Don and Jan ... and, Hi' Grandpa.

Fred Smith, assistant to Jack Ward in Niagara Falls will don double harness on Saturday, August 3rd, when he stumbles down the aisle with Kathy Carter of Hamilton. Congratulations kids, and good luck.

Our very deepest condolences to Olga Frenette on the passing of her father on July 9th. Mr. Sharabura was involved in a serious industrial accident some years ago and had undergone several operations which finally resulted in his untimely death. Our deepest sympathy is extended to Olga and her brothers in their hour of sorrow.

GONE FISHIN'

Rube Bolstad enjoying a couple of weeks' fishing back in the old home town of Fertile, Minnesota.

Jill Hemmings, Morris Stein's Girl Friday off to England and a visit with her folks and friends whom she hasn't seen in years.

Ted Doney of the Royal in Guelph off for a motor trip to the East Coast and a visit with his wife's folks in Newfie.

Jack Fitzgibbons, Barbara and the boys just back from a terrific holiday with Barb's folks in Hawaii.

Bob Harvey left Eileen and the kids and scooted off to the West Coast with some pals for a couple of weeks. Don't know how you get away with it Robert ... Let me in on it next time I'm up North, huh?

Charlie Perrie, with Ruth in tow, off for a couple of weeks of fun at Camp Geneva on Lake Couchiching.

Don Edwards back from a very relaxing holiday in Bermuda. Tells me there's no other place like it.

Al Hartshorn after a very successful TEN COMMANDMENTS engagement, will just sit around and loaf for a few days, then shuffle off to Buffalo with Helen for some shopping and kibitzing.

Gene Fitzgibbons with Betty and Mary Jane off on a motor trip which will wind up in St.Jo, Mo. with Betty's folks. But how about George, Gene ... wha hoppen to him while you're away?

Jack Ward just back from a couple of weeks at a cottage on the shores of Lake Erie ... looks fit as a fiddle and rarin' to go.

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No charge for social notices guys ... so if you'll let us in on your vacation plans we'll be glad to pass along the information to the rest of your friends in Famous. Enjoy your holidasy folks ... and, be seein' you when you get back.

WITH OUR DRUMBEATERS

Beating those old drums ... shouting our wares ... using every device at our command to attract customers into our theatres is becoming more and more necessary to the maintainance of our way of life ... our way of doing business... the key to our survival at a time when every single boxoffice dollar means more than it has in the entire history of our business.

Weather doesn't mean as much any more ... A good picture well sold can get as big a gross in the middle of the summer as it can in the fall ... and it can drop with just as big a thud if it is permitted to hit our screens unheralded and unsung.

The producers are becoming increasingly aware of this, as is proven by more and more advertising assists on more and more of their pictures. It is up to us to use these assists wisely, with good planning and intelligent control. It is equally important to make the best possible use of our normal advertising budgets ... and to exercise good thinking in the promotion of every picture, regular or king-size, which is booked into our theatres.

Following is a brief resume of the activities of some of our members during the past few weeks. Hot or cold they're always in there pitching ... and more and more are joining their ranks all the time. Let's take a quick look ...

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PARAMOUNT - HALIFAX

Freeman Skinner sends along details of just about as comprehensive a campaign as I have ever had the pleasure of studying ... this time on his engagement of YANGTZE INCIDENT. One week in advance Freeman screened the feature for top Navy brass, members of the Navy League and top civic officials, press, radio etc. This paid off, but good, as you will see.

The navy supplied all the flags and bunting to make up one of the most attractive fronts ever seen on a Halifax theatre. In addition, a message was incorporated in their 'order of the day' to all personnel on shore and on all ships in port, telling them about this great attraction at the Paramount. They also loaned Freeman a large ship model which was used in the lobby, then moved to a store front down town.

The newspaper wanted to co-operate, but wouldn't go for the prize money Freeman suggested ... so our boy used his good judgment and provided the prize himself ... which was deducted from his overall advertising appropriation ... and brother-r-r ... did it ever pay off? Over 6000 lines of free space, which at the theatre rate would come to something like $900.00 ... including contest ballots every other day with generous pic mention ... pics of his front ... huge scenes every day ... pic and stories of the winners. I've never seen better coverage.

All of Freeman's staff was decked out in naval togs ... naturally borrowed from the navy...Two of his gals, also in navy outfits were used as a street bally for the first three days.

PARAMOUNT - HALIFAX (cont'd)

On opening night the local Sea Cadets put on quite a display ... paraded from their quarters to the theatre, and gave out with a band concert in front of the theatre which is still being talked about. Good pic appeared in the following day's daily.

Every store in downtown Halifax was provided with special YANGTZE INCIDENT stickers and other accessories ... and used them. A bomb-effect recording borrowed from the radio station was used constantly over the speaker above the boxoffice, and proved quite a crowd-stopper. Incidentally ... business was tres good ... and an orchid to Freeman for an outstanding selling job.

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CAPITOL - CALGARY

Always nice to hear from Ralph Mitcheltree... and this time he tells us what he did to support his BERNARDINE engagement. Ralph started several weeks in advance with notices of a special premium posted on every conceivable spot throughout his theatre ... on his candy bar, in the boxoffice, in the restrooms, on his fronts ... everywhere. This offer consisted of five Pat Boone records, and fifty souvenir photos to the early ticket-buyers. Incidentally, the records and photos were provided by the local distributor of Dot records.

Ralph concentrated on his teeners ... stressing in all of his advertising, on the screen and in the papers, his student prices and the student books of F.P. tickets. Did it pay off? Well, more books of tickets were sold than at any time since Xmas.

Oh yes ... Ralph purposely scheduled a ten minute intermission at the end of every performance ... guess why! You bet, the confection counter really did a roaring business. Good thinking Ralph ... and a fine job of selling your product.

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PARAMOUNT - PETERBORO

Finally an entry from Arthur ... and it looks like it was worth waiting for. He reports his activities on behalf of OKLAHOMA, and like I said ... even though he took his own sweet time in reporting it ... it was worth waiting for.

His radio station C H E X went all out, and kicked in 3 spots daily for eleven days ... for free. Cherney's department store tied up their whole front window using a six sheet as background, surrounded by all the recordings and sheet music from the pic. Plenty of reference to the pic and the theatre. This window was tied up with OKLAHOMA copy for two full weeks.

In addition, Cherney's ran seven special OKLAHOMA ads in the Examiner ... a total of 630 lines, which they paid for ... All good ads loaded with pic and theatre copy. The Empress hotel placed a five foot standee in their lobby. Other merchants who cooperated included Millard's Sport Shop... McLeod's four drug stores ... and the Tem Travel Agency. A good selling job, Art.

METROPOLITAN - REGINA

Jack Heaps certainly didn't let CINDERELLA hit his theatre cold. Many weeks in advance he contacted the local Sanitone Cleaners and persuaded them to have all their garment bags imprinted with CINDERELLA copy and the character mouse in the pic. These were ready for distribution six weeks before the picture hit his screen. In addition the cleaning firms bannered all their delivery trucks, gave Jack a twenty second spot on each of their six daily radio spots, four weeks in advance, also took one T.V. spot a couple of days before the pic opened. Three 540 line ads, spaced a week apart also carried CINDERELLA copy.

Uncle Murray's Children's Hour plugged CINDERELLA every day for two weeks ... with good comment and recorded music from the pic.

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DREAMLAND - EDMONTON

During the months of April, May and June, Rolphe Reinhardt concentrated on a Spring Festival, and since his product couldn't begin to compete with that shown at the big downtown houses, he thought he'd try something a little different ... and try to sell more confections than the house had ever sold before.

He really plastered his confection counter and the entire surrounding area ... offered free admissions for lucky numbers on popcorn boxes and drink cups ... and wound up selling more than twice the confections he did in the same period a year ago. It does prove something, doesn't it? There's always some angle you can concentrate on ... all you have to do is really go after it. Nice going Rolphe ... Selling confections is Showmanship too.

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GRAND - KINGSTON

Kingston is a University town, and Trueman didn't overlook the thousands of students who patronize our theatres during their school term. As the term drew to a close, he took a special 150 line ad in the daily, thanking the students for their patronage, and winding up with ... "To those who return in the fall, our very best wishes ... To those who are graduating, Au revoir." A nice touch ... and makes people feel good.

As advance for his showing of DESERT FOX and DESERT RATS, Trueman promoted a lobby display of Nazi and English knives, and also set up a display of ancient and modern armament. On opening night he invited the Princess of Wales Own Regiment, forty of whom paraded to the theatre as his guests.

When he played HELLCATS OF THE NAVY, Trueman arranged for a 1300 lb. depth charge to be placed on display in his lobby ... The navy also set up an attractive display of model boats backed with photos showing the depth charge in action.

CAPITOL - ST. THOMAS

I see an excellent 125 line ad on OKLAHOMA, paid for by G.O. Howse Record Bar, and promoted by Zara in support of that grand picture. More than half of the ad is taken up by a press-book mat, and copy publicizing the playdate at the Capitol. The merchant also devoted his entire window to a fine display.

In addition, Zara had some very colourful displays spotted throughout her lobby and on the front, and also made excellent use of the side of a vacant building on which she posted a 24-sheet.

For FEAR STRIKES OUT, Zara sold the executive of the Junior Baseball Club into giving each junior who helped raise funds for the Peewee team, a book of tickets to her theatre. Result ... 30 books of children's tickets sold. The baseball club set up several good lobby displays, using mannikins dressed in baseball togs ... and each evening during the playdates, members of the Peewee team in uniform stood at the top of each aisle, attracting much attention.

A contest was held for the junior raising the most funds, and the prizes, donated by Howse, were presented from the theatre stage on opening night. As a street bally, boys in uniform, well-bannered, patrolled the main street each day of the engagement.

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METROPOLITAN - WINNIPEG

Eddie Newman thought he'd try a street bally, and wound up with a dandy for PRINCE AND THE SHOWGIRL. Eddie promoted the use of a brand new convertible from a local dealer ... got a ver-r-r-y shapely young blonde in an abbreviated costume to act as the show-girl, and a handsome young fellow decked out in royal attire to represent the prince ... and had members of his staff drive them around the busy Winnipeg streets during peak business hours.

Of course the convertible was well bannered with theatre and pic copy. I feel that these street ballys do us a lot of good ... and it's surprising that more of our boys don't go in for them as a semi-regular diet. They're not expensive ... and certainly attract attention to the message. This was a good gag Eddie ... looked good, and must have paid dividends.

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PARAMOUNT - MONCTON

Murray Lynch reports that his four years of needling have finally paid off, and the Moncton Transcript has now assigned one of their lads to do a weekly Movie column. While this is not restricted to Paramount product ... it's a good beginning, and good public relations for our industry.

In addition the daily has started using the Home-I-Tis ads, and led off with a terrific quarter-page deal which can't help but do us some good. Murray expects the remaining ads in the series to appear during the balance of the summer months.

PARAMOUNT - KENTVILLE

Arthur Fitch sends along details of a gimmick which worked out well for him ... and could possibly be used in many other situations ... He was playing D DAY 6TH OF JUNE, and sold an idea to one of the local clothing merchants. Every ticket stub presented to him, that was purchased during the playing of D DAY, was worth a 10% discount on any item of clothing if used within ten days.

The merchant publicized this deal on the radio and in the newspaper, and Arthur supported the deal with good copy throughout his theatre. It worked out well. While there was no direct connection between the title of the feature and the discount deal ... it was an excellent tie-up, and Arthur feels that it sold tickets for him. Try it sometime, huh?

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PALACE - GUELPH

For his engagement of O.K. CORRAL, Lloyd arranged good displays in every outlet in Guelph selling the paper-backed editions of the book. Two local music store windows were also plastered with good sales copy.

For BERNARDINE, Lloyd arranged for Kelly's music store to include a large pressbook ad in their regular space. Seven good downtown windows were loaded with excellent material, including paper and coloured photos.

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CAPITOL - CALGARY

Just noticed another fine entry from Ralph Mitcheltree ... seems that Ralph was playing DESK SET, so he buzzed over to the distributors of the new Eclipse desk sets and promoted twelve of them to be used as giveaways. These were distributed on the basis of two each day to two lucky ticket holders. The Eclipse people paid for several radio spots publicizing the deal. Nice going Ralph.

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PARAMOUNT - NEW WESTMINSTER

Ted Bielby sends along details of his selling activities on CHASING THE SUN, and looks like a good, solid selling job. Ted tied up his two travel agents, each of whom put in excellent Window displays, tying in Florida vacations with the theatre and attraction. Two of the leading restaurants in town featured CHASING THE SUN menus, and publicized them on their windows and throughout their establishments.

The best deal was Ted's newspaper promotion. The local daily went for a CHASING THE SUN contest in which entrants were asked to unscramble the names of three Florida towns. Over 300 lines of space was donated by the newspaper ... and the prizes were all promoted by Ted. A fine selling job on a short subject, and Ted reports that it really paid off at the old B.O.

ORPHEUM - VANCOUVER

Swell campaign from Ack on THE LITTLE HUT ... reported in Ack's own inimitable style. Ack went after the 'Win an Island' contest in a big way, and certainly everybody in and around Vancouver knew what it was all about. The Orpheum lobby was turned into a veritable Pacific paradise, with posters of the Little Hut, Ava Gardner, and for good measure, a couple of real live beauties. People stopped, looked, and filled out entry coupons.

The Province ran a full co-op page, with every one of the participating merchants making mention of the pic in their ads ... As their contribution, the Province devoted the top three inches of the page to pic and theatre art and copy. Special tie-ups were made with the Austin car people ... C.P.A. ... and the Samsonite luggage dealers who came through with a half hour radio broadcast on opening night. Western Arts had an artist in the foyer, drawing etchings from the picture ... just to liven things up a little.

I like this ... Ack used his powers of persuasion to sell the local Safeway Employees Association $469.00 worth of F.P. Books of tickets. The Association mailed each of their employees a ticket to see THE LITTLE HUT.

Ack's monthly deejay Satayem shows still going strong ... with his latest one drawing over nine hundred teeners. The Friday night Personality Parades, with talent imported from Seattle also doing close to S.R.O. business.

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CAPITOL - FORT WILLIAM

Jim studied details of the Frontier Theatres' June Jubilee Month, and decided he'd take a crack at it in the Lakehead district ... and did quite a job. He used all the material that the Frontier boys did ... car bumper strips, marquee twirlers etc., and went them one better by promoting a full page co-op in the Fort William Daily Times-Journal, with an attractive banner across the top, and each of the Fort William theatre programs listed across the bottom. It was a good effort, and Jim feels that it did help to create interest in movies at a slack time of the year. Incidentally ... complete details of the Frontier plan were carried in every trade magazine in plenty of time for alert showmen anywhere to plan and cash in on it.

As regards Jim's teeners' activities ... he felt that they should have some distinctive identification in the form of a crest, and immediately launched a contest within his teen membership for a suitable design. Ads in the newspapers and posters throughout his lobby publicized the contest and the results were very gratifying. Many excellent designs were submitted .... with the winner to be presented with a six month pass to the Capitol. The new Teeners' board will select the winner at its first meeting in September.

I think Jim has the right idea ... kids like to wear crests, and it will certainly serve to tie his teeners' organization much closer together. This same idea can be applied to any other permanent type of attendance, such as special Mickey Mouse Clubs etc.

CAPITOL - WELLAND

For his SMILEY engagement, Les Mitchell contacted the distributor of the Raleigh bicycles and promoted one to be used as a giveaway. The dealer not only provided several thousands of special heralds which Les had imprinted with his copy, but also went for a special newspaper ad publicizing the special matinee. The local radio boys kicked in three special spots to publicize the kid show ... the Raleigh people paid for three more, and a couple of the deejays gave out with good commentary on their programs.

The newspaper cooperated by running a special story on the theatre page ... and also sent over a photographer to take pics of the presentation to the winner, which appeared in the following day's editions. In addition, Les had several excellent displays in his lobby and in strategic locations around town.

Les doesn't let any grass grow under his feet ... For the second year in a row a Welland lass won the Niagara Peninsula's 'Blossom Queen' contest, and the minute Les heard it over the air he contacted Patte and arranged to book the newsreel carrying this event, even though he does not normally use this newsreel.

Les arranged a ceremony on his stage to honour the winner ... promoted about $75.00 worth of prizes, and wound up with an excellent story and picture of the presentation in the Tribune. That's what I call really cashing in on a local event. Nice going Les.

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CAPITOL - MOOSE JAW

Otis Bowes believes in playing ball with his young teeners ... and cooperates with the school patrols every chance he gets. The Moose Jaw Motor Club arranged to present awards to the best patrols, and Otis invited them to do it from his stage. The Patrols paraded to the theatre ... 150 youngsters ... and the club bought fifty bucks' worth of confections for them. Everybody including Otis, was happy.

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CAPITOL - SASKATOON

For his engagement of LITTLE HUT, Reg Plumb arranged an effective tie-up with his local jeweller. Well in advance the jeweller put a very attractive display in the theatre lobby, backed by large cards publicizing the LITTLE HUT contest, and also distributed many thousands of the special contest heralds. In addition the jeweller devoted a fair portion of his newspaper ad to the pic and playdates.

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GAIETY - WINNIPEG

When FEAR STRIKES OUT played his theatre, Nestor Novak invited the members of the Winnipeg Teeni-League to be his guests at a matinee showing, and wound up with an excellent pic of the youngsters, in uniform in front of his theatre, in the following day's editions of the Tribune.

NORTOWN - TORONTO

Mike King is somewhat of a specialist in the unusual ... and the job he did on FUNNY FACE is no exception. First of all he really decorated his marquee with one of the most attractive displays I have seen ... and even replaced the conventional Adler letters with cut-out head of Hepburn and giant star and title copy ... ver-r-r-y effective.

In the pic is featured an Italian Isetta ... so, Mike did a little research, found an Isetta dealer and talked him into displaying one of his midget cars in the lobby ... and another one at the curb alongside his boxoffice. Passers-by were invited to have their pics taken in the car ... later prints were mounted and displayed in the lobby, and all patrons identifying themselves received a complimentary copy of the print. Went over big. In addition to the car display, Mike arranged for a display of Rollei cameras in his lobby. Natch, the merchant returned the compliment with an excellent display in his window.

The week of the engagement happened to be the final week before the Dominion elections ... so-o-o ... Mike had a huge banner made, with star, pic and theatre copy, mounted it on top of his own car and had his doorman drive it around town, sneaking it into as many election rallies as he could find ... and there were pulenty...

To help his confection bar take, Mike ran a little contest. For naming correctly all of Fred Astaire's former dancing partners, successful winners were permitted to help themselves at the bar ... Three winners to a total of $6.00 worth of confections ... and a whole lot of valuable publicity. Nice going Mike ... but let's hear from you more often, huh?

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NORTHLAND - FLIN FLON

Peter Boyd was playing TEENAGE REBEL ... Governor Massey happened to be visiting in Flin Flon, and Peter discovered a couple of days in advance that the G.G. would proclaim a school holiday ... so ... our Pete rushed out some good publicity ... announced two special matinees for the day of the visit ... one at 1.00 and the second at 3.00, and did standout business. That's what I call good, and fast thinking.

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ORPHEUM - SOO

For her engagement of FEAR STRIKES OUT, Olga went to work on her Radio and T.V. people and came up with a couple of dandies. Jack Piner, the W S O O sports announcer devoted a good portion of three of his programs to bits from the life of Jimmy Piersall whose life is portrayed in FEAR STRIKES OUT ... with good theatre mention ... and Russ Ramsey, manager of C J I C -TV came through with excellent mention on his T.V. sports program.

The Sault Daily Star ... a toughie if there ever was one ... kicked in two good stories and a large scene, with good credits.

CAPITOL - HALIFAX

Hilary Howes had BERNARDINE booked ... contacted a newly-organized firm, Canadian Assemblies Ltd., in Amherst, and got them to go for 3,000 photos of Pat Boone, and half a dozen L.P. recordings ... The gals really went for them. A local juke box operator placed good cards on several dozen machines throughout the city, and also went for smaller cards on the individual table extensions in all of the better eating places in town ... Naturally, Pat Boone recordings were plugged ... also his pic. In addition, the operator provided Hilary with a huge "200" juke box, which was placed in the outer lobby, with an extension speaker playing Boone recordings over the boxoffice.

The two radio stations proved most cooperative. C H N S came through with a full five minutes at the beginning of its Hit Parade, plus mention at the conclusion of all Boone recordings ... C J C H ran a fifteen minute program on opening day, and also tagged all Boone recordings with theatre and playdate commentary.

All music stores in the Halifax area were contacted and provided with suitable material, much of which was provided by Canadian Assemblies. Business? Terrific of course.

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ROYAL - VICTORIA

For his LITTLE HUT engagement, Cliff Denham made full use of the 'Win an Island' contest. Heralds were handed out for two weeks in advance of opening, and distributed on all newsstands handling the Ladies' Home Journal. The local Austin dealer provided a display car which was bannered and placed in the lobby two weeks in advance of the playdate. An excellent window was promoted in the Francis Jewellery Store, featuring silverware offered in the contest.

A terrific lobby display several weeks in advance created considerable attention. Cliff used a setting of palm trees, Pacific Island posters, a giant blowup of the Austin, a canteen of silverware and a terrific poster carrying contest details. Five News Agency trucks were completely bannered during the run of the picture ... and, Blainey's Travel Agency put in a really attractive window in advance of and during the run. A good selling job which paid off at the B.O.

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Well ... that's it for now folks. I haven't been getting as much material as I'd like to see, but I'll put it down to the very humid weather ... vacations ... and, well - you name it and I'll buy it. However, summer's fast drawing to a close ... your Fall bookings are either in your hands or on their way to you, so let's have a little real action, huh?

The next issue will be in the works just as soon as I get enough material to warrant one, and that's something that you, not I control. Let's really get on the ball, guys ... and start swingin' like we mean it. Keep ballyhooin' ... and keep me advised.

Dan Krendel